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PROMO ART

FEB 8 1944

U. S. DEPARTMENT OF AGRI-CULTURE

Premier

**Dependable Dahlias
FOR 1944 RELEASE**

&

**DAHLIA ROOTS, PLANTS
& ROOTED CUTTINGS**



Premier Dahlia Gardens

COLUMBIA (Warren County) NEW JERSEY

TO OUR DAHLIA LOVING FRIENDS — Growing conditions during the past season were far from ideal but despite the severe drouth many fine clumps and roots were harvested. All plants that failed to make healthy, normal growth were dug and destroyed about August tenth; this is an annual obligation in order that we may keep our stock healthy and strong. Then in September, The Department of Agriculture of the State of New Jersey co-operates in inspecting all stock growing in our fields. Later shipments are Certified by this Department and also by the U. S. Department of Agriculture.

PARTICULARLY GOOD the past season were GLOWING BEAUTY, LINK'S CONSPICUOUS, COLIN KELLY, JR., JUDY G., JOHN W. SHERWOOD, SUN TAN, THE RANGER, LINK'S VIVACIOUS, WANDA MEADE and WINGS.

**OUR NEW INTRODUCTIONS WERE OUTSTANDING IN MANY LOCALITIES.
ALL ARE WELL QUALIFIED TO WIN IN KEEN COMPETITION.**

WE have testimonials from many localities and will supply references from these growers if desired.

BANK REFERENCES—Hillside National, Hillside, N. J., Portland National, Portland, Pa. and Dunn & Bradstreet.

NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.

Our prices are reasonable and we ask you to GIVE US A TRIAL — We will PROVE that we have your interests in mind at all times.

YOU CAN'T LOSE WHEN DEALING WITH PREMIER.

READ CAREFULLY

Terms: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments: Roots, May 1st to June 1st. Plants, May 1st to June 10th. Rooted Cuttings, April 15 to June 1.

Guarantee: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

**OUR SQUARE DEALINGS HAVE
BEEN COMMENDED BY ALL**

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS
Collections are net.

OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benchered in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. **OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.**

INTRODUCING THREE CERTIFIED & HONOR ROLL SEEDLINGS FOR 1944 RELEASE

Almina (Rivel-Premier) — This bright lemon yellow Semi-Cactus, in some soils a Straight Cactus, reminds one of the old favorite—Charlie Reed's ALICE WHITTIER of years back. Bushes grow about 5 feet tall and field grown blooms average 9-10 x 5-6. Certified at Storrs and on Honor Roll. Winner at Essex County Show in Class of Eight Seedlings.

ROOT \$15.00 PLANT \$5.00; 3 for \$12.50

Link's Black Prince (Link-Premier) I.D. — A striking bloom of giant size; color, a very deep shade of velvety maroon, (Burnt Lake, according to Ridgeway's Color Chart), holding same throughout the season, which is very important. Plants average 5 feet tall and are vigorous growers with leathery foliage and straight, stiff stems that hold the blooms facing. Certificate of Merit at East Lansing, Mich., and on Honor Rolls.

PLANT \$7.50; 3 for \$15.00

Link's Sensation (Link-Premier) I.D. — Extremely large and deep flowers of a mixture of orange and scarlet shades, having a twisted reverse of bittersweet-orange. Strong bushes about 5 feet tall, foliage tough and insect resistant. The strong stems hold the blooms facing. Scored 83.6 at East Lansing, Michigan, and on Honor Rolls.

ROOT \$15.00 PLANT \$5.00; 3 for \$12.50

OUR 1943 INTRODUCTIONS

Glowing Beauty (Link) — A very large deep Formal of glowing cardinal red. A sure winner in its class.

ROOT \$5.00 PLANT \$2.00

John L. Stevens (Link) — Straight to Incurved Cactus in both Miniature and "B" sizes, all on the same bush. A most beautiful bi-color, bright scarlet tipped regularly with pure white.

ROOT \$3.50 PLANT \$1.50

Link's Vivacious — A striking medium sized broad petaled Formal of light salmon orange, tipped clean white. Fine for garden and showroom.

ROOT \$3.50 PLANT \$1.50

OUR 1942 INTRODUCTIONS

Tawny Triumph (Link) — Giant F.D. of deep chrome orange.

PLANT \$1.50

Link's Lustrous — 8-10 x 4-6. Rich glossy lemon yellow F.D.

ROOT \$2.50 PLANT \$1.25

OUR 1941 INTRODUCTIONS

Link's Blue Triumph F.D. — Petunia violet to light phlox purple. Winner of many outstanding awards. Best in Court of Honor at Washington D.C. 1942.

ROOT \$2.00 PLANT \$1.00

Link's Conspicuous S.C. — Bright lemon yellow. Very prolific.

PLANT \$1.00

Link's Gorgeous I.D. — Georgeous blend of shades and color. General color lemon yellow striped and edged pink.

ROOT \$2.50 PLANT \$1.25

Link's White Majesty I.D. — Giant clear white.

ROOT \$3.50 PLANT \$1.50

OUR PLANTS AND ROOTS ARE OF THE HIGHEST QUALITY AND OUR FIELDS ARE CULLED OF "STUNTS" AND "SPOTTED FOLIAGE" EACH SEASON.

THEY ARE WINNING FOR MRS. C. V. SMITH, COM. GEO. C. WARREN, Jr., JOHN METZGER, H. W. RIVEL, R. W. WEBB, R. F. TALBOT, WILLLIAM VOOZ AND MANY OTHER "TOP" EXHIBITORS.

ROOTED CUTTINGS

Should you be interested in ROOTED CUTTINGS of any of the newer varieties, write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply ROOTED CUTTINGS at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (coldframes, good potting soil and 3 & 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

1944 HONOR ROLL & CERTIFIED INTRODUCTIONS OF OTHER GROWERS

Clarium Belle (Wolbert-Rocky River) I.D. — Bicolor. Petals primrose-yellow each with about $\frac{3}{4}$ -inch white tip. This very interesting bicolor is different from others on market. Blooms 9 inches by $5\frac{1}{2}$ inches without much disbudding. Bush 4 to 5 feet. On Honor Roll.

PLANT \$2.50

Double Duty (Dixie) F.D. — 6 x 4 Tyrian rose, free bloomer on long stems; good keeper when cut. Winner of Leon Barron Memorial Trophy at New York Show and on Honor Rolls.

PLANT \$5.00

Jeep (Dahliadel) — A striking 4 inch Ball Dahlia of white suffused violet rose and tipped violet purple. Blooms early and profusely. Certified at Storrs, and on Honor Roll

PLANT \$2.00

Little Wisteria (Dixie) F.D. Min. — Color wisteria lavender with darker center, free-blooming. On Honor Rolls.

PLANT \$1.50

Miss Bainbridge (Robens) Cactus — Deep one tone pink with long stems, petals lacinated at the ends and points lightly tipped with pinard yellow. Should be a constant winner in 8-inch class but will grow to 10 inches. A clean, open grower. On Honor Rolls.

PLANT \$3.50

Poet's Dream (Salem) — An Informal Decorative of great size and unsurpassed beauty. An A.D.S. official terms it the most beautiful Dahlia of all time. The color is apple blossom pink with pure white center. The petals are as delicate as an Orchid and have a glowing lustre which beggars description. On all Honor Rolls.

PLANT \$7.50; 3 for \$20.00

Red Giant (Robens) I.D. — A very rich red that will grow very large with the usual care. Good stems and foliage. Has been grown to 13-inches and very deep as petals roll back to stem. Winner of first and second in Specimen Bloom Class at East Liverpool, Ohio. A very large Dahlia that is artistic and not coarse. On Honor Roll.

PLANT \$5.00

Roselyn Straight (Straight-Wells-Ruschmohr) S.C. — General appearance of color is apricot yellow, shaded and streaked scarlet red, very tips of petals lemon yellow. 9-12 inches in diameter by 4-7 inches deep. Highest scoring Dahlia in Fairmont 1942 (86 $\frac{1}{2}$), also at Storrs 1942 (86). On Honor Rolls.

PLANT \$7.50; 3 for \$20.00

Salem Sunshine (Salem) — An Informal Decorative of pure soft yellow, surely the largest yellow Dahlia to date. At New York, A.D.S. Show Manager Henry Olsen entered it in open competition, winning the Blue Ribbon and beating a good bloom of California Idol. Expect to see fifteen-inch blooms of this great Dahlia. On all Honor Rolls.

PLANT \$7.50; 3 for \$20.00

Sarett's Pink Flamingo (Sarett-Ruschmohr) I.C. — Clear rose pink of exquisite color and formation. 8-11 inches in diameter by 5-6 inches deep. Bush is 5-6 feet tall, clean open grower. This new Dahlia is beautiful in the garden and a sure winner on the show table. Winner of 3 American Home Achievement Medals, at Chicago, Milwaukee and Scranton. Also winner of Marshall Field Gold Cup in Chicago. Listed on all of the Honor Rolls.

PLANT \$7.50; 3 for \$20.00

Sherwood's Peach (Sherwood-Ruschmohr) I.D. — Giant of ocherous buff. Size of blooms 11-14 inches in diameter by 8-9 inches deep. Straight stiff stems. A sure contender in the largest bloom in the show class. On Honor Roll.

PLANT \$7.50; 3 for \$20.00

The Dragon (Corbett-Dahliaadel) — A large Informal Decorative, easily grows 11 x 5, in that lovely fall apricot shade. The petals are edged rose pink. A rugged insect resistant plant that takes even the Teaxs climate and judges at Canyon scored it 85. At Storrs, it scored 84. On Honor Roll.

PLANT \$5.00

1944 LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS

Abbreviations: (F.D.) Formal Decorative; (I.D.) Informal Decorative; (S.C.) Semi-Cactus; (C.) Cactus; (Min.) Miniature. * 1943 Introductions.

		Root	Plant
ALICE J. (Ball)	Amaranth pink, lovely	\$1.50	.75
ALICE MAY (I.D.)	Clear white	1.50	.75
ALL AMERICAN (S.C.)	Blended mulberry rose & salmon	2.50	1.25
*BABY VAMP (Min. I.C.)	Bright orange scarlet	2.00	1.00
*BAKER'S BEST (I.D.)	Primrose yellow		2.00
*BATAAN (S.C.)	Red and gold		2.00
*BESS SMITH (I.D.)	Pure white	7.50	3.50
*COL. A. G. RUDD (I.D.)	Rich carmine & mahogany red	7.50	3.50
*COLIN KELLY, JR. (I.D.)	Massive phlox pink	7.50	3.50
COLUMBIA (S.C.)	Blended gold and peach pink	5.00	2.00
*COMMANDO (F.D.)	Dark lavender		2.50
CROWNING GLORY (I.C.)	Two tone pink		1.50
DARCY SAINSBURY (F to I.D.)	Clean white75
DAHLIAMUM (I.D.)	Rich apricot flushed gold	1.50	.75
DEAN SHURTLEFF (I.D.)	Giant crimson, outstanding	5.00	2.00
*DIXIE WINEDOT (I.D.)	Clear white flecked wine red	7.50	3.00
EDITH WILLKIE (S.C.)	A pure white giant	3.00	1.50
*EDNA L. (Min. S.C.)	Bright lavender	1.50	.75
EVELYN CHANDLER (S.C.)	Bright gold75
EVENTIDE (I.D.)	Rich deep violet purple	1.50	.75

PREMIER DAHLIA GARDENS
COLUMBIA, NEW JERSEY

Order No..... Date.....

Ship to.....

Address.....

Amt. Enc..... When..... How.....

**TRADE DISCOUNT----33 1-3 per cent off Current Introductions excepting those
marked Net. 40 per cent off all others. Collections Net.**

— Use Other Side for Correspondence —

		Root	Plant
FLASH (S.C. to I.C.)	Brilliant red tipped white		1.00
GLAMOUR (I.D.)	Purple veined violet	1.50	.75
*GLOWING BEAUTY (Link, F. to I.D.)	Bright cardinal red	5.00	2.00
HILLSIDE BEAUTY (I.C.)	Apricot and rose	2.50	1.00
HILLSIDE SUNSET (I.D.)	Yellow suffused red	3.00	1.25
*IRENE DUNNE (Str. C.)	Rose pink	7.50	3.50
IVORY PRINCESS (S.C.)	Ivory, a giant	3.00	1.50
*JUDY G.	Flaming scarlet Cactus, lined chrome yellow	5.00	2.50
*JOHN L. STEVENS (Link, C.)	Bright scarlet, white tips	3.50	1.50
*JOHN W. SHERWOOD (I.D.)	Violet mauve and Tyrian pink	6.00	3.00
KENTUCKY SPORTSMAN (I.D.)	Yellow, orange and white bi-color	1.25	.75
KILGORE'S LUCIFER, (Str. to I.C.)	Brazil red	1.50	.75
KING DAVID (F.D.)	Rich purple	3.00	1.50
*KING KONG (F.D.)	Purple		2.00
LINK'S BLUE TRIUMPH (F.D.)	Petunia violet	2.00	1.00
LINK'S CONSPICUOUS (S.C.)	Many blooms of rich yellow	2.00	1.00
LINK'S GORGEOUS (I.D.)	Pale lemon yellow and phlox pink	2.50	1.25
LINK'S LUSTROUS (F.D.)	Clear lemon yellow	2.50	1.25
LINK'S TAWNY TRIUMPH (Giant F.D.)	General effect orange		1.50
*LINK'S VIVACIOUS (F.D.)	Salmon orange, tipped white	3.50	1.50
LINK'S WHITE MAJESTY (I.D.)	Giant pure white	3.50	1.50
LYNN FONTAINE (I.D. to S.C.)	Giant scarlet	3.50	1.50
MAFFIE (S.C.)	Giant carmine red75
*MOON GODDESS (F. to I.D.)	Giant primrose yellow	7.50	3.00
NANCY ANN MITCHELL (I.C.)	Vivid scarlet	1.50	.75
NORMA MORTON (I.D.)	Giant yellow flushed garnet75
ORANGE PRINCESS (C.)	Reddish orange, a winner	3.00	1.25
PINK ELEPHANT (I.D.)	A deep rose pink giant	5.00	2.00
PREMIER'S MAJESTIC (I.D.)	Mulberry, rose and gold	1.00	.75
PREMIER'S WINSOME (I.D.)	Giant mallow pink	1.00	.75
PYGMALION (S.C. to I.C.)	Blended red and yellow		1.00
ROSY MORN (I.D.)	Deep rose pink	1.50	.75
*RHYTHM (I.C.)	Blended pink and yellow)		3.50
SAN FRANCISCO (I.D.)	Shrimp pink	1.50	.75
SILVER LADY (I.D.)	White flushed lavender75
SNOWBALL (I.C.)	Pure white, beautiful formation	1.50	.75
*SOUTHERN THOROUGHBRED (S.C.)	Giant mauve lavender		3.00
*SPARKLE, Beautiful white Collarette.	Abundant blooms	2.00	1.00
STEPHEN FOSTER (I.C.)	Buff-orange and Tyrian pink	4.00	2.00
STUDENT PRINCE (I.D. to S.C.)	Rich yellow	3.00	1.00
SUNRAYS (I.D.)	Orange suffused pink75
*SUN-TAN (S.C.)	Salmon orange with bronze sheen	5.00	2.50
THE GOVERNOR (F.D.)	Bright sulphur yellow	1.50	.50
*THE RANGER (I.C.)	True purple veined white. A beauty	7.50	3.00
THE REAL GLORY (F.D.)	Pure white		1.00
TROJAN (I.D.)	Immense crimson, overlaid yellow		1.00
TOP FLIGHT (S.C.)	Bright blood red	5.00	2.00
TOPS (I.D.)	Clear rich yellow. Very large		2.00
VICTORY (F.D.)	Rose pink		1.00
*WAAC (F.D. Blend of yellow and pink		7.50	3.50
*WANDA MEADE (I.D.)	Vivid scarlet tipped white	5.00	2.00
*WINGS (S.C.)	Dark carmine, almost blood red	5.00	2.00
YELLOW GLORY (S.C.)	Clear lemon yellow75

MONEY SAVING "SUPER-VALUE" COLLECTIONS

Special Offering of Unusual Collections of Outstanding Dahlias

ROOT COLLECTION "A" — Labeled varieties in a wide variance of colors at \$4.50 per Dozen Roots. Postpaid. **FULL VALUE GUARANTEED.**

SUPER-VALUE PLANT COLLECTION "B" — Any 12 for \$5.00 plus 35c for Special Delivery charges; 6 for \$3.00 plus 25c for Special Delivery.

Alice J., Alice May, Darcy Sainsbury, Dahliamum, Edna L., Evelyn Chandler, Glamour, Kentucky Sportsman, Kilgore's Lucifer, Maffie, Nancy Ann Mitchell, Norma Morton, Premier's Majestic, Premier's Winsome, Rosy Morn, San Francisco, Silver Lady, Snowball, Sunrays, The Governor, Yellow Glory.

OUR FAMOUS COLLECTIONS

SUPER-VALUE PLANT COLLECTION "C" — Any 12 for \$9.00 plus 35c for Special Delivery charges; 6 for \$5.00 plus 25c for Special Delivery.

All American, Baby Vamp, Flash, Hillside Beauty, Hillside Sunset, Blue Triumph, Link's Conspicuous, Link' Georgeous, Link's Lustrous, Orange Princess, Pygmalion, Sparkle, Student Prince, The Real Glory, Trojan, Victory.

OF CONSISTENT PRIZE WINNERS

SUPER-VALUE PLANT COLLECTION "D" — Any 12 for \$13.00 plus 35c for Special Delivery charges; 6 for \$7.00 plus 25c for Special Delivery.

Baker's Best, Bataan, Columbia, Crowning Glory, Dean Shurtleff, Edith Willkie, Glowing Beauty, Ivory Princess, John L. Stevens, King David, King Kong, Tawny Triumph, Link's Vivacious, Link's White Majesty, Lynn Fontaine, Stephen Foster, Top Flight, Tops, Wanda Meade, Wings.

HONOR ROLL & CERTIFIED INTRODUCTIONS

SUPER-VALUE PLANT COLLECTION "E" — Any 12 for \$21.50 plus 35c for Special Delivery charges; 6 for \$12.00 plus 25c for Special Delivery.

Bess Smith, Col. A. G. Rudd, Colin Kelly, Jr., Commando, Dixie's Winefot, Irene Dunne, Judy G., John W. Sherwood, Moon Goddess, Rhythm, Sun-Tan, The Ranger, Waac.

WILL WIN FOR YOU

ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 15TH as we can make no promise of having sufficient stock after that date. **A DEPOSIT OF 25%** will hold order till shipping time.

GROW THE PRIZE WINNERS
